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ABSTRACT

Based on personal interviews with key figures in the information industry about the success or failure of their partnering efforts, this report provides a case-by-case study of what works and what doesn't when selecting a partner, planning a joint service or product, and following through with the joint-development efforts. Thirteen information service partnering arrangements, which span government, commercial, educational, and not-for-profit organizations, are profiled and analyzed. The report is divided into two parts. "Part 1: Profiles in Partnering" provides a narrative account of each of the 13 partnering arrangements. This section is filled with tips, advice, and guidance for those considering a partnership deal. "Part 2: Factors in Partnership" identifies factors that one might consider in selecting a partner or defining a partnership. Each of the 13 case studies is reconsidered on the basis of these key factors and conclusions and recommendations are then provided. The survey form is appended. (Author/AEF)

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